

## Message Text

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TO AMEMBASSY VIENNA

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TAGS: BEXP, AFSP, AU

SUBJECT: COUNTRY COMMERCIAL PROGRAM (CCP) FOR AUSTRIA -  
FY-1979 GUIDANCE

REF: (A) VIENNA 2413; (B) STATE 44899; (C) STATE 00018

1. THE FOLLOWING OBSERVATIONS AND COMMENTS ADDRESS THE  
PRELIMINARY INPUTS FOR THE FY-1979 AUSTRIAN CCP CONVEYED  
BY REFTEL (A) IN RESPONSE TO REFTEL (B). THEY ARE  
PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING  
ITS DRAFT CONTRIBUTION TO THE FY-1979 PROGRAM.

2. EXCEPT WHERE NOTED WE BELIEVE THAT THE PATTERN AND  
THEMES OF SUGGESTED CAMPAIGNS AND ACTIVITIES CONTINUE TO  
CONSTITUTE OUR PRINCIPAL COMMERCIAL OBJECTIVES IN AUSTRIA,  
AND THE OPTIMUM APPROACH TO EXPLOITING IMPORTANT MARKETING  
OPPORTUNITIES ON BEHALF OF AMERICAN BUSINESS.

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3. DEVELOPMENTS WHICH STRIKE US AS HAVING A STRONG  
INFLUENCE ON THE INITIATIVE THRUST OF THE FY-1979 PROGRAM  
ARE, WE BELIEVE, (A) A STRONG U.S. COMPETITIVE POSITION  
DERIVED FROM RISING PRODUCTION COSTS IN AUSTRIA AND THE  
DEPRECIATION OF THE DOLLAR OVER THE PAST YEAR, (B) IN 1977,  
THE UNITED STATES 3 PERCENT SHARE OF THE IMPORT MARKET

MASKED A 20 PERCENT INCREASE IN U.S. EXPORTS TO AUSTRIA AND THE EXPORT MIX REMAINED STABLE AND SUFFICIENTLY COMPETITIVE TO OVERCOME THE EEC/EFTA COUNTRIES ADVANTAGE OF DUTY FREE ENTRY TO THE AUSTRIAN MARKET; (C) WHILE A REPEAT PERFORMANCE OF 1977 DOES NOT SEEM LIKELY IN FY79, U.S. EXPORTERS SHOULD STILL BE ABLE TO MAKE SOME GAINS AND MAINTAIN THEIR OVERALL PERCENTAGE SHARE OF THE AUSTRIA MARKET--ESPECIALLY IN THE FOLLOWING PRODUCT CATEGORIES: ELECTRONIC PRODUCTION, TEST AND MEASURING EQUIPMENT AND COMPONENTS, MINI-COMPUTERS AND BUSINESS AUTOMATION EQUIPMENT, HEALTH CARE AND BIO MEDICAL EQUIPMENT, AND LABORATORY AND SCIENTIFIC PROCESS CONTROL INSTRUMENTATION.

4. SIGNIFICANTLY, RECENT TRENDS' REPORTS HAVE REPEATEDLY IDENTIFIED LEISURE TIME PRODUCTS, INCLUDING APPAREL, AS HAVING A STRONG MARKET POTENTIAL IN AUSTRIA--ITSELF A MAJOR EXPORTER IN THIS FIELD, PARTICULARLY IN THE WINTER SPORTS CATEGORY. IN PREPARING FY'79 DRAFT CCP, IT WOULD BE APPRECIATED IF POST WOULD CINSIDER POSSIBLE CAMPAIGNS OR OTHER SPECIAL POST EFFORTS OR ACTIVITIES IN THIS FIELD.

5. REFTEL (A) PARA 1A - CAMPAIGN NO. 1. ALL AVAILABLE RESOURCES HAVE ALREADY BEEN BUDGETED FOR FY'79 AND PRECLUDE A USDOC MOUNTED EXHIBITION IN AUSTRIA. ADDITION-UNCLASSIFIED

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ALLY, TWO MAJOR CONFLICTS ARE IMMEDIATELY EVIDENT; (1) SYSTEMS '79, SEPTEMBER, 1979, AND, (2) THE VERY LARGE MILAN TC EDP SHOW IN MAY, 1979. WE WOULD LIKE TO OFFER THE FOLLOWING POSSIBLE ALTERNATIVE CAMPAIGN ACTIONS:  
A. A LARGE OFFICE EQUIPMENT BIO/CATALOG SHOW AT IFABO, (TO INCLUDE DESK TOP MINICOMPUTERS, MICROPROCESSORS, ETC.).  
B. POST TO ENCOURAGE AND ORGANIZE A CHARTER FLIGHT OF AUSTRIAN BUSINESSMEN TO EITHER SYSTEMS '79 OR THE MILAN EDP SHOW OR BOTH.  
C. A BIO/CATALOG SHOW ON BUSINESS EQUIPMENT AND SYSTEMS WILL BE MOUNTED AT EQUIPERAMA IN BRUSSELS ON MARCH 25-31, 1979. SINCE CATALOGS AND INDUSTRY EXPERT WILL BE IN EUROPE, POST MAY WISH TO ORGANIZE A TIE-IN PROMOTION IN VIENNA.

6. CAMPAIGN NO. 2. NO USDOC PROMOTIONAL ACTION REQUIRED. SUGGEST THAT CAMPAIGN EMPHASIS BE SHIFTED FROM IFAS'78 TO KRANKENHAUS '78. IN YOUR DRAFT CCP CAMPAIGN, WE ASK YOU TO CONSIDER INCORPORATING THE ORGANIZATION OF A CHARTER FLIGHT TO INTER HOSPITAL '79, IN DUESSELDORF, MAY 15-19, 1979, AS A RESULT OF YOUR FOLLOW-UP PROGRAM OF CALLS FROM

KRANKENHAUS '78. FOR INFORMATION, SAD MOUNTING LARGE

BIO/CATALOG SHOW AT MEDICA '79 IN UTRECHT, THE NETHERLANDS, MAY 1979.

7. CAMPAIGN NO. 3. SINCE 1978 BIO/CATALOG SHOW CANCELLED, REQUEST POST PURSUE THIS IN THEIR DRAFT FY 1979 CCP AS FULL CAMPAIGN.

8. CAMPAIGN NO. 4. AUTO-ZUM IN JANUARY, 1979 IS TOO CLOSE TO THE LARGE BI-ANNUAL AUTOMECHANICA '78 IN FRANKFURT, SEPTEMBER 23-27, 1978, WHICH HAS ALREADY BEEN SCHEDULED AS MAJOR OFFSITE PROMOTION FOR IMC, COLOGNE. WE WOULD BE INTERESTED IN RECEIVING FURTHER DETAILS ON UNCLASSIFIED

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PRIOR AUTO-ZUM EVENTS TO OBTAIN SOME APPRECIATION OF SIZE, IMPORTANCE, HOW FREQUENTLY HELD, ETC. IF HELD ANNUALLY IN SALZBURG, CONSIDERATION FOR USDOC FULLY MOUNTED EXHIBITION SHOULD BE IN FY 1980 CCP POST RECOMMENDATIONS. WE AGAIN SUGGEST POST CONSIDER POSSIBILITY OF EITHER A LARGE BIO/CATALOG PRESENTATION AT AUTO-ZUM OR A CHARTER FLIGHT GROUP VISIT TO AUTOMECHANICA '78, OR BOTH. FOR INFORMATION, SAD MOUNTING LARGE BIO/CATALOG SHOW AT AUTOVAC IN AMSTERDAM, THE NETHERLANDS, APRIL 1979.

9. WE COMMEND POST ON ITS FULL PLATE OF RECOMMENDATIONS FOR OTHER SPECIAL POST EFFORTS AND OFFER THE FOLLOWING IDEAS. IN CONJUNCTION WITH YOUR MINI-CATALOG SHOWS AND FOREIGN BUYERS PROGRAM, WOULD IT NOT BE USEFUL TO HAVE A CURRENT BULLETIN BOARD PROMINENTLY LOCATED IN YOUR COMMERCIAL LIBRARY, LISTING UPCOMING US FAIRS, ESPECIALLY THOSE WHICH THE FBP WILL BE SPONSORING? WITH REGARDS TO ACTIVITY NO. 10, POST MAY WISH TO PUBLISH THESE UPCOMING US FAIRS IN ITS NEWSLETTER.

10. COMMERCE WELCOMES ANY QUESTIONS, FURTHER OBSERVATIONS, OR RECOMMENDATIONS REGARDING THE FOREGOING SHOULD POST FIND IT DESIRABLE TO DO SO. VANCE

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